

**GENERAL PLAN AMENDMENT
JUSTIFICATION NARRATIVE
FOR
10 ACRES ON THE NORTHEAST CORNER OF
McALLISTER AND CONTINENTAL**

This is a General Plan Amendment request to change the Land Use Element of the General Plan from Suburban Neighborhoods to Urban Neighborhoods on an approximately 9.5 acre property at the northeast corner of McAllister and Continental on the City of Tempe border. The Urban Neighborhoods designation is being requested specifically to redevelop an older mobile home park into an ownership condominium community. Although the property is zoned R1-7, it is developed as a mobile home park with approximately 115 to 120 spaces. The property is surrounded by an R-5 apartment complex and commercial uses along Scottsdale Road to the east, a church and an R-3 multifamily complex to the south in Tempe, and R1-7 subdivisions to the west and north.

Scottsdale's General Plan provides for the ability to amend a Land Use designation in response to changed conditions and City policies. The General Plan states that it is designed to be "a broad, flexible document that changes as the community needs, conditions and direction change." (p. 17) In the more mature areas of Scottsdale, changed conditions and community needs continue to surface and will do so more and more in the future as vacant land available for development becomes more scarce and in-fill or underutilized properties are sought for redevelopment. The General Plan recognizes that "revitalization will become a major focus of activity in the community." (p. 37) A major City policy and direction change in this southernmost area of Scottsdale is the redevelopment of the Los Arcos site into the ASU Business and Technology Center. The City intends for this major project to stimulate redevelopment, of which the proposed project is an example, in the entire surrounding south Scottsdale area. The subject property is within walking distance of the ASU Center and is ideally located to provide additional housing opportunities for its employees.

The Proposed General Plan Amendment is necessary to allow the mobile home park to be redeveloped with ownership condominium units. This is a housing type which is in short supply in this area and which would be particularly attractive in proximity to the ASU Center. Because the site is surrounded by multifamily units on two sides and in close proximity to commercial uses along Scottsdale Road, the ownership condominium use would provide an even more compatible transition to the R1-7 single-family homes to the west and north than the older mobile home park.

GENERAL PLAN GUIDING PRINCIPLES AND ELEMENTS

- **Value Scottsdale's Unique Character and Lifestyle**

The character and lifestyle of Scottsdale and this area would be enhanced by the replacement of an older mobile home park with new ownership condominiums. The significant investment made to update and upgrade housing on the site would have a positive impact on the image and values of the neighborhood.

- **Character and Design Element.**

This area of the City is identified in the Character and Design Element as Employment Core/Suburban, even though the Land Use Designations adjacent to the site are Urban Neighborhoods with Commercial along Scottsdale Road and Suburban Neighborhoods to the west and north. The minimal extension of the Urban Neighborhoods designation onto a small, already densely developed parcel to the west does not change the character of the area, but rather does meet the first goal of the Character and Design Element:

1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood. (p. 43)

One of the most important current community goals is the redevelopment and revitalization of south Scottsdale, which is accomplished by the replacement of dated housing stock and the redevelopment of underutilized properties like the mobile home park, which will be replaced with a contemporary, high quality condominium community.

This proposed use is consistent with the context of the surrounding neighborhood, particularly in light of the Los Arcos redevelopment. Other Character and Design Element goals relative to enhancing Scottsdale as a unique southwestern desert community, maintaining landscape standards that reinforce the character of the City, and encouraging sensitive outdoor lighting would all be supported in the redevelopment of the property, which would require Development Review Board review and approval.

- **Land Use Element.**

The proposed General Plan Amendment is consistent with Land Use Element goals. The proposal to provide ownership condominium homes in the area helps maintain a balance of land uses and a diverse mixture of housing as well as supports a development pattern that, because of its proximity to the ASU Center, encourages greater choices for mobility and offers greater pedestrian access to major employment centers.

Because of the surrounding multifamily to the south and east and the intensity of commercial on Scottsdale Road and the McDowell intersection, the proposed condominiums are more symbiotic with these uses than the existing single-family home zoning and designation of the property or the existing mobile home park use. The proposed condominium use transitions from the single family to the west and north to the more intense uses to the east and south and is ideally located within the Scottsdale Road corridor.

- **Support Economic Vitality**

The reinvestment proposed in this mature area of the City will support economic vitality by adding substantially to the property tax base and providing attractive housing to employees at the ASU Center and Downtown Scottsdale.

- **Economic Vitality Element.**

The General Plan Amendment meets the Economic Vitality goal of sustaining the long-term economic well-being of the City with a significant redevelopment and revitalization effort which would be made in the replacement of a dated mobile home park with new housing stock in the form of ownership condominiums. Additional reinvestment in the area will be stimulated by this project as well as by the Los Arcos redevelopment, all of which will add value on a long-term basis.

- **Enhance Neighborhoods**

The proposed new condominium housing will maintain and enhance the existing surrounding neighborhood. Substantial reinvestment of the kind proposed helps preserve neighborhoods and typically stimulates reinvestment in renovating and updating surrounding properties. Over the long-term, redevelopment projects like the one proposed have an enormous positive effect in both maintaining stability and revitalizing mature neighborhoods.

- **Community Involvement Element.**

Input and participation will be sought from both mobile home park residents, with whom mobile home relocation services will be discussed, as well as surrounding single-family home residents and multifamily community ownership. The outreach program will be designed to meet the goals of this Community Involvement Element.

- **Housing Element.**

By providing a new housing choice, in this mature neighborhood, ownership condominiums, the proposed General Plan Amendment meets all stated Goals and Approaches of the Housing Element. The reinvestment and redevelopment proposed will preserve the quality of the existing neighborhood and contribute to it being maintained as a healthy, safe and attractive place to live. The ownership condominiums proposed contribute to the variety of housing options and blend with the character of the surrounding community as well as offering a product type that meets the socioeconomic needs of the people who live and work in the area. Because of its location adjacent to an identified employment core and mixed-use area, the proposed new development provides for “live, work and play” relationships in a way that helps reduce traffic congestion. The development proposal represents the investment of significant resources to promote the revitalization of an older Scottsdale neighborhood and replaces dated housing stock, another stated goal. (pp. 98-100).

The overall stock and capacity of workforce housing is enhanced by the proposed condominium project which will offer a more affordable type housing product in an area designated as an Employment Core. Traditionally, as communities mature and land values escalate, mobile home stock is replaced by permanent housing, and that phenomenon should be anticipated in a community like Scottsdale. Scottsdale has not had the image and history of other communities in the East Valley of being home to and known for large mobile home park communities. The General Plan consistently reiterates the goals of replacing “dated housing stock” and redeveloping and revitalizing mature neighborhoods, which is exactly what this proposal does.

Neighborhoods Element.

The proposed General Plan Amendment and condominium community use represents a significant redevelopment and revitalization effort that contributes to the long-term stability of a mature Scottsdale residential neighborhood. The proposal also meets the Neighborhoods Element goal of promoting and encouraging context-appropriate new development in an established area of the community. (p. 107)

• **Open Space**

Open space will be provided within the common areas of the condominium community and along enhanced streetscapes.

- **Open Space and Recreation Element/Preservation and Environmental Planning Element.**

There are no other impacts on these elements of the General Plan.

- **Seek Sustainability**

The goals of sustainability and effective management of resources are served by redeveloping dated housing stock in a mature area of the City with existing infrastructure and service.

- **Cost of Development Element.**

The proposed development is consistent with the Cost of Development Element because it provides additional housing in an area with existing infrastructure and contributes to the property tax base to sustain services being provided.

- **Growth Area Element.**

There is no impact of the proposed General Plan Amendment on the Growth Area Element.

- **Public Services and Facilities Element.**

This General Plan Amendment is consistent with the Public Services and Facilities Element because it provides additional housing opportunities in an area of the City already well-served by public services and facilities and its added property tax revenue impacts will help enhance and sustain these services and facilities in the future.

- **Advance Transportation**

The proposal for a condominium community in this major arterial corridor location takes advantage of proximity to employment core uses, and allows for public transportation, pedestrian and bicycle commuting, thus advancing a fundamental transportation goal: reducing automobile reliance

- **Community Mobility Element.**

The proposal is consistent with Community Mobility Element goals relative to relieving traffic congestion and encouraging alternative means of transportation by providing employee housing convenient to the ASU Center and Downtown Scottsdale. It also locates this housing essentially adjacent to public transportation along Scottsdale Road.